

What is SaaS?

timberseed.

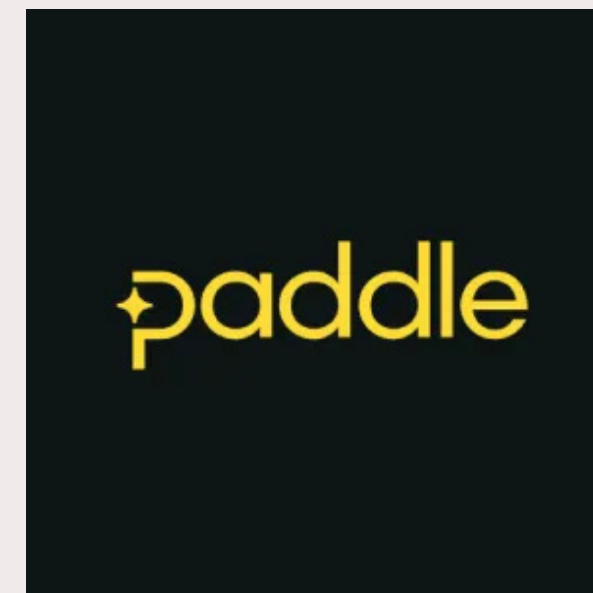
What is SaaS?

SaaS (Software-as-a-Service) is a business model where companies sell access to cloud-based software on a subscription basis.

Instead of buying a physical product or installing software once, customers pay monthly or annually to use it.

- Delivered online (no installation needed)
- Subscription-based (recurring revenue)
- Constantly updated/improved
- Scales with customer growth

Some examples ->



Straight
from the
source:



Click above to watch "All Things SaaS"



How do they make money?

- **Subscription Revenue** (Most Common)
 - Customers pay monthly or annually
 - Can be user-based (e.g. £50/user/month)
- **Usage-Based Pricing**
 - Charged by volume (e.g. number of API calls)
- **Freemium Models**
 - Free basic plan with paid upgrades (e.g. Dropbox)
- **Upsell & Expansion**
 - Start small, land the client, then expand usage or tier



VC funding

Venture Capital

Most SaaS businesses, especially early-stage ones, are VC-backed. This means they're funded by investment firms who give them money in return for equity (ownership).

Funding Rounds (Simplified)

- **Pre-Seed:** Friends/family, early idea
- **Seed:** Product-market fit, first customers
- **Series A:** Scaling up sales team, go-to-market
- **Series B/C/D+:** Rapid growth, international expansion
- **Exit:** IPO or acquisition

The VC model is built around fast growth. If a company has raised a Series A or B, it is likely hiring aggressively, and that's where we come in.



Who do we recruit for?

Our clients:

- Series A/B funded SaaS scale-ups
- US companies launching in EMEA
- UK HQ'd SaaS companies post-Seed

We typically place:

- SDRs (Sales Development Representative)
- AEs (Account Executives)
- Sales Managers / VPs of Sales
- Revenue Leaders / CROs

Our focus is high-performing, commercial talent. Many of the roles we place are foundational hires — people who help build the revenue engine.



Key GTM titles

Title	Definitions
SDR (Sales Development Representative)	• What they do: Prospect new leads, qualify inbound/outbound interest, book meetings for AEs • KPIs: Meetings booked, email open rate, call volume, conversion rate • Career Path: SDR → AE → Sales Manager → VP Sales / CRO
AE (Account Executive)	• What they do: Run discovery calls, demos, and close new business • KPIs: Closed revenue, deal size, pipeline coverage
Sales Manager/ Head of Sales	Manages AEs or SDRs, owns team targets and hiring
VP Sales	Leads sales strategy, hires/manages GTM teams, forecasts revenue
CRO (Chief Revenue Officer)	Owns all revenue: Sales, CS, Marketing



GTM Sister Departments

Customer Success (CS)

- Keeps existing customers happy
- Manages onboarding, renewals, and upsells

Marketing

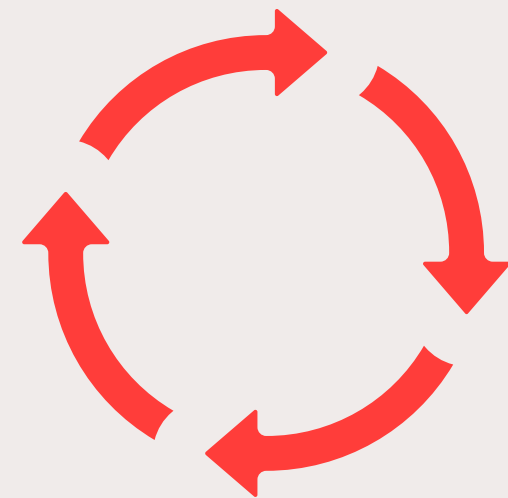
- Creates awareness and generates inbound leads
- Works closely with SDRs

RevOps (Revenue Operations)

- Responsible for systems, data, forecasting
- Supports the efficiency of the entire GTM machine



The Lifecycle of a Deal



SDRs Qualify Leads & Book Meetings
through cold outreach



AEs Run Demos and Close the Deal



CS/AMs Onboards and Retain the
Customer long term

In many organisations, SDRs are only
responsible for top of funnel activity.



What you need to know as an SDR

timberseed.

Comp Structure

- Bonus paid on meetings booked or qualified pipeline
- Accelerators for overperformance

Career Progression

- Usually 12–18 months in role
- Move into AE (closing) or leadership is common
- Long-term: sales leadership, partnerships, revops, etc.



What makes a good SDR?

- Grit, coachability, organisation
- Strong written and verbal comms
- Not afraid to pick up the phone
- Resilience (they get a lot of rejection)



A typical day as an SDR

- Blocked time for cold calling
- Writing personalised cold emails
- Managing CRM (e.g. Salesforce, HubSpot)
- Attending team stand-ups
- Listening to call recordings for improvement



SaaS Jargon

Term	Definition
ICP	Ideal Customer Profile
TAM	Total Addressable Market
SQL/MQL	Sales/ Marketing Qualified Lead
Quota	Target number for bookings or revenue
Pipeline	Value of deals in progress
Churn	Lost customers
ARR	Annual Recurring Revenue
Tech Stack	Tools a company uses (e.g. Salesforce, Outreach, ZoomInfo)

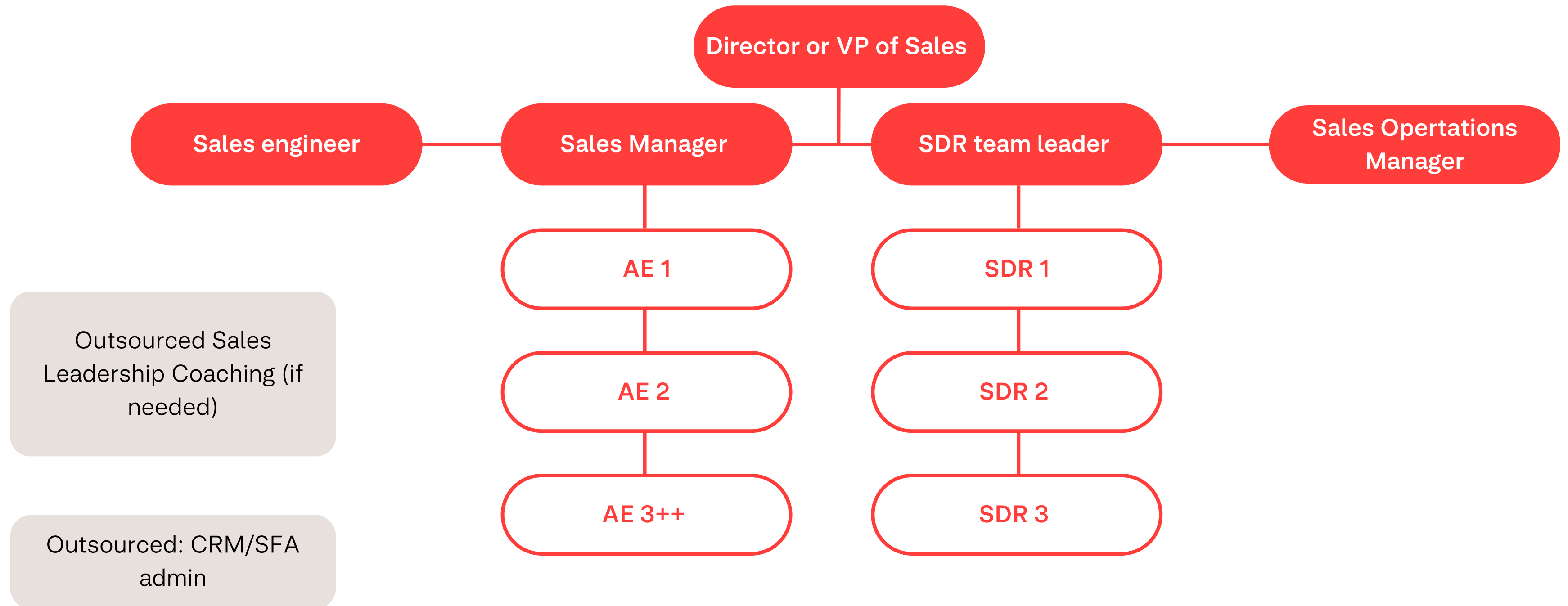


Typical Personas

- Sales Leaders (CRO, VP Sales, Head of Sales)
- Founders/CEOs (early stage)
- Ops/RevOps (later stage)
- Heads of Marketing (collaborators)



Sample sales team organisation chart (\$5M - \$10M ARR)



timberseed.com

timberseed.

the recruitment specialists